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# REPORT TO HUMANITARIANS

Number 42 — December, 1977

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*Humane Information Services*  
Incorporated  
A NON-PROFIT NATIONAL HUMANE SOCIETY  
FOR THE PREVENTION OF ANIMAL SUFFERING

4495 Ninth Avenue North  
St. Petersburg, Florida 33713

Dues and Contributions Tax Deductible

## Merchandising Pet Animals By Shelters\*

Few shelters operated by humane societies look upon themselves as either sellers or merchandisers. They are engaged in "finding good homes" for as many as possible of the pet animals they receive. Unfortunately, in their zeal to "adopt out" the maximum number of animals, they may easily forget the "good" part of that objective.

Just "finding homes" satisfies them, regardless of the treatment the adopted animal is likely to receive, how it may contribute to the production of additional unwanted animals, or how soon the adopted animal may be back in the shelter, unwanted again. Only a small proportion of shelters have what could rightly be called a really good adoption policy.

One reason for this is that the members and managers believe that any kind of a home is better than euthanasia. They are afraid that to follow a strict adoption policy will reduce the number of animals adopted out. They look at the immediate rather than the long-term effects.

Another reason for poor adoption policies is that most shelters are hard up for money. The more animals adopted out, the more money that will be received by the shelter in the form of donations or "adoption fees."

Both of these reasons are based on misunderstanding of the possibilities of "merchandising."

### THE SHELTER'S COMPETITORS

The shelter has competitors:

(1) The owners of unsprayed female dogs and cats whose litters are offered free of charge to anyone who will take them. Many of these owners advertise for homes in the newspapers, which sometimes accept such ads free or at reduced rates. Children are sent around the neighborhood to see if anyone will take a kitten or puppy. Easy come, easy go. Cheap pets beget cheap treatment.

(2) The pet shops which are found in many communities, and which aggressively seek to find buyers for pet animals they purchase from puppy mills or local breeders. Their total volume of business in dogs is tremendous.

It is this commercial trade in puppies which gives rise to the malodorous puppy mills described in *Report to Humanitarians* Nos. 36 and 37. Every shipped-in puppy sold by a pet shop not only removes a po-

tential adopter for the local shelter, but adds to one of the most disgraceful phases of animal abuse on the American scene.

(3) Backyard breeders out to make a fast buck by methods which would be shunned by legitimate breeders who aim to improve the breed or supply a demand for a relatively small number of superior or unusual show animals (see article on page 2, *Report to Humanitarians* No. 26; December,

methods of promoting adoptions that would add to costs of operation.

As a result of these attitudes, the pet shops and backyard breeders have made giant strides in merchandising pet animals, with many humane society shelters meekly taking the leftovers, consisting of people (a) looking for a cheap pet (which they are likely to treat "cheaply"), or (b) who take an animal from a shelter in order to

prevent it from going to the death chamber.

The old reliable appeal to the public by

shelters is to run a news story in the local paper, or on some local TV or radio station, telling about the poor dog or cat that will go to its death if not rescued by some kind adopter. What the shelters forget is that many people become pet owners because of a sales pitch directed at their own welfare, as opposed to an appeal based on the animals' welfare. Few successful merchandisers base their sales pitch on altruism.

(See MERCHANDISING, page 2, column 1)

## How to Increase Shelter Adoptions

1973).

One of the best ways to meet the competition from all three of these sources of pet animals, and to find more homes for the animals received, take in more money to pay the expenses of the shelter, and cut down on the commercial trade in pet animals, is for shelters to institute real merchandising programs. In other words, shelters should become more aggressive competitors.

### MERCHANDISING

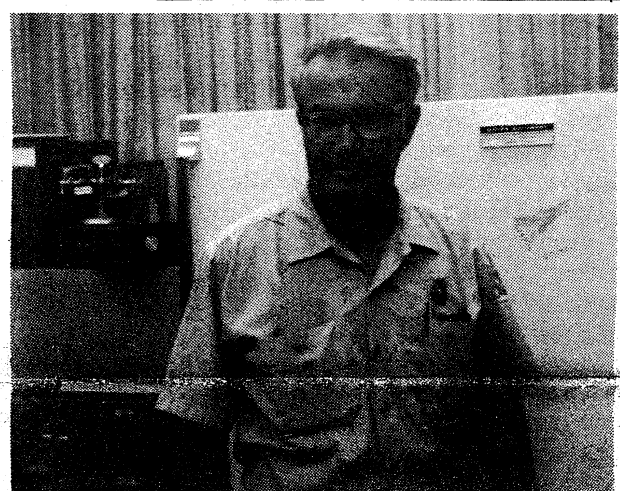
Manufacturers, wholesalers and retailers of most things bought by people usually don't look upon themselves as just sellers. They "merchandise" their goods and services. Thus, the department store official in charge of the selling departments is called the "merchandise manager," not "sales manager," and a department head is referred to as "merchandise manager for men's clothing," etc.

There is a big difference between selling and merchandising. Personal salesmanship is an important part of merchandising, but depends for its effectiveness largely upon the other things encompassed by the term "merchandising." Some of these are:

(1) Providing products or services that are well designed to meet existing or potential demand, and which are attractively "packaged" (packaging includes the entire "atmosphere" surrounding the product or service); (2) offering the products or services in locations and surroundings which will attract potential customers; (3) making the purchase of the product or service as easy as possible for the potential customer; (4) taking full advantage of the principles of differential pricing\*, as exemplified by the automobile manufacturers who offer cars in a wide variety of price classes to meet the financial needs of different income groups and to obtain the highest possible price from any particular purchaser; (5) utilizing cost-effective advertising and other sales promotion devices suited to the product or service being offered.

None of these five essential features of merchandising is now being fully utilized by most shelters. On the contrary, they tend to avoid giving the impression that they are selling or merchandising animals. That might offend the sensibilities of some members who view anything with a commercial flavor as being contrary to the altruistic spirit supposed to govern the operations of a shelter.

A shelter official with whom these principles were discussed was very positive in her opposition. She said the shelter (1) pays no attention to the competition--thinks of the shelter as being in an entirely different position than pet shops and breeders; (2) does not view the animals as in any sense "merchandise" to be "sold," but as living beings for which good homes are sought; (3) is not much interested in the convenience or reactions of potential adopters--the shelter has all it can do to provide the services it does to would-be pet owners; (4) definitely does not believe in differential pricing, but rather charges only one adoption fee



MILLER

We nominate as one of the best "dog pounds" in the country the shelter operated by the Pinellas County (Florida) Dog Control, of which Mr. Kenneth Miller is manager and Dr. Arthur O. Lindblom, Jr., is director. The shelter's adoption fee is a uniform \$20, which includes spaying or neutering (compulsory), license fee, worming, and inoculations against rabies, distemper, hepatitis, leptospirosis and canine parainfluenza!

The St. Petersburg SPCA charges \$22 for dogs and \$10 for cats after similar treatments. These two shelters account for a major share of the new animals going into St. Petersburg homes, since pet shops find it difficult to compete.

\*Throughout this article the term "price" is used as synonymous with "required donation," "suggested donation," and "adoption fee." Regardless of what it is called, it is the price paid for an animal obtained from the shelter. In New Jersey and possibly some other states the law defines a "shelter" as "any establishment where dogs are received, housed and distributed without charge." But the time has long passed when shelters could perform these services, funded only by ordinary dues and contributions. The "price" charged for adopted animals is becoming an increasingly important part of total funding for many shelters. One purpose of this article is to show how this source of revenue can be substantially increased, at the same time decreasing the production of surplus dogs and cats and improving the treatment of pet animals. But these suggestions do not in any sense imply that the shelter should become "just another pet shop," or substitute commercial for humane objectives. On the contrary, adoption of these suggestions will make the shelter more capable of meeting its humane

December, 1977

REPORT TO HUMANITARIANS No. 42

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MERCHANDISING — FROM PAGE 1 —

MERCHANDISING  
AN ATTRACTIVE PRODUCT

The shelters have available one of the most attractive products to be found anywhere: adorable dogs, cats, puppies and kittens which, if proper selection is made from the many animals turned in to the shelter, can be of higher quality than those proffered by competitors. The danger of obtaining a diseased, genetically imperfect, psychologically misfit puppy from a pet shop was clearly brought out in *Report Nos. 36 and 37*.

The animals of suspicious health and disposition can be euthanized, still leaving a sufficient number of highly adoptable animals, although even with the most careful selection some animals adopted will turn out to be undesirable. The pet shop, on the other hand, sends in an order for so many puppies of a specified breed and age, and for cost reasons is constrained to dispose of all the puppies received, regardless of health or other considerations. The puppy mills are similarly motivated to ship all their puppies regardless of quality. Thus, anyone in search of a desirable dog, cat, puppy or kitten has a much better chance of finding a healthy, suitable animal at the shelter than at the pet shop, if the shelter takes the steps suggested in this article to merchandise its animals.

These include making sure that the animals are healthy. If a veterinarian is employed by the shelter, he or she should carefully inspect each animal to be "merchandised," including a stool examination, and sign a health certificate for the animal. Each animal offered for adoption should receive the shots appropriate for its breed, sex and age. If no vet is employed, somebody at the shelter should receive adequate instruction by a vet on how to perform these functions.

The shelter has an opportunity to acquire vital information about many of the animals it receives, although not many collect as much information of this kind as they could. All the facts should be made available to prospective adopters, although some owners bringing in their animals will try to cover up their defects. And, of course, some adopters will refuse to take a desirable animal, preferring another because it resembles a former pet or arouses their sympathy. Such people have no grounds for criticism if the animal later proves to be unsuitable.

And the shelter should offer a liberal health guarantee on every animal, on a

free-replacement basis. Certainly, some adopters will try to return animals for other reasons, claiming some health reason, but this is a cost of doing business faced by nearly every successful merchandiser (ask the returned-goods manager of any department store, most of which know that it pays to lean over backwards to please the customer).

A gradually increasing proportion of the animals being turned in to shelters are "purebreds," some with registration papers. This reflects the rapid increase in puppy sales by pet shops and backyard breeders, many of which become unwanted when the owners learn about the costs and troubles connected with keeping a puppy. The general tendency among shelters is to ignore the "purebred" feature and discard the papers, because of the desire to avoid encouraging the use for breeding purposes of the animals they adopt out. But many buyers of puppies from pet shops and backyard breeders are not interested in becoming breeders themselves. They prefer to buy a purebred with papers because they mistakenly believe them to be superior to crossbreeds, and they can brag about the breed, and show the papers, to friends. The shelter trying to merchandise its "products" should try to meet the demands from this group of potential adopters by specifying the breed when possible and offering with the animal its "papers," although with no assurances that these would be accepted by the AKC.

The danger of encouraging breeding by following this policy is nullified by an ironclad policy of not adopting out any animal which has not been spayed or neutered, or, in the case of puppies and kittens, for which the full cost of spaying or neutering by the shelter's clinic or by a private vet has not been collected in advance, under a contract whereby the animal must be returned with no refund if the operation is not performed within a reasonable time, as evidenced by a veterinarian's certificate. This policy should be implemented by an adequate follow-up conducted by volunteers (see *Report to Humanitarians No. 25; September, 1973*).

These practices are essential to a good adoption policy, regardless of the merchandising of "purebreds." We are quite familiar with the difficulties in implementing an adequate follow-up policy, and realize that some adopters of purebred puppies will ignore the contract and breed the dog when it comes of age. But isn't it better to use the shelter animal for this purpose than a purebred obtained from a puppy mill via a pet shop? That way, only one puppy mill rather than two is involved in the total transaction.

All of the features involved in providing a "product" suited to successful merchandising run contrary to the notions of many members as well as staff employees of the shelters. They feel sorry for the less attractive animals received, and think they should have as good a chance of adoption as the more attractive ones. Why it is any better to euthanize an attractive animal, rather than one which has something wrong with it, has never been explained to our satisfaction. The goal should be to properly put out the animals best suited for adoption, which gives them a better chance of going into permanent homes, and of cutting into the sales of pet shops and backyard breeders who otherwise contribute more to the surplus production of puppies and kittens.

The same members and staff personnel offer other reasons for opposing such a product merchandising approach. They say that health inspections and guarantees will add to costs of operation. Actually, the resulting increased "sales" and increased adoption fees per animal will amount to much more than the increased costs.

By offering a healthy, attractive, neutered, guaranteed pet, the shelter can rightfully claim to be the highest-quality source of pets in the community. Now it is frequently viewed as only the cheapest source.

An example of such a program is to be found in St. Petersburg, Florida. Both the local SPCA and the County Dog Control



Few pet shops permit picture taking of their establishments, but we received excellent cooperation from Guppies and Puppies and the Big Top Pet Shop, both in Petersburg. However, most of the photographs did not turn out well because of lighting and cage wire. We wished to show examples of dogs offered at different prices. In these photos are a cocker spaniel (left) priced at \$129 and a white Pomeranian at \$139, marked down from \$199. That's what the would-be proud dog owner has to pay for convenience, "papers" and merchandising!

health examinations, and receive the required health shots. Dog Control, for example, gives shots for distemper, hepatitis, leptospirosis, canine parainfluenza and rabies, and worms any dogs that might need it. All this, plus the \$5 license fee, is included in the \$20 adoption fee. The SPCA's fees are \$22 for dogs and \$1 for cats.

Although pet shops in the area give away or charge small amounts for cats and kittens, we venture to say that the SPCA adopts out more cats and kittens than all the pet shops in the City put together. People who want dogs or cats have increasingly become aware that they can obtain from either the SPCA or Dog Control an animal of superior quality, spayed or neutered, and this shows up in the fact that several pet shops have gone out of business and total sales by pet shops seem to be relatively smaller than in many other communities. Very few puppy-mill products are sold in St. Petersburg, since some of the pet shops handle only dogs from local breeders on consignment. But neither the SPCA nor Dog Control takes advantage of other principles of "merchandising" that private business finds to be highly profitable.

LOCATION AND ATMOSPHERE

Unfortunately, few animal shelters are found in convenient, well-marked, attractive surroundings. The location usually is dictated more by the desire to avoid complaints by neighbors, or to meet zoning restrictions, or to utilize land donated by a generous member or legator, or provided by the city or county near a garbage dump. The road leading to the shelter frequently is unpaved, dusty and unattractive. And how many times have we tried to reach a shelter at some vaguely-described location, by watching for signs which prove to be homemade, poorly located and hard to see or read from a passing automobile.

Contrast this with the pet shop located in some well-patronized shopping center, with an attractive front and a display window filled with cute puppies! If the shelter is to successfully meet such competition, it should have at least a decent road from the main street or highway, an attractive large sign, and convenient parking facilities. Even an old shelter building can be made much more attractive by a group of volunteers supervised if possible by an architect or professional decorator.

If the potential volume of pet sales in the community is sufficiently large, it may be financially feasible to rent quarters in a shopping center for the display of the "merchandise." Many people who acquire puppies and kittens do so on impulse, after seeing them in some pet shop window. These impulse buyers frequently become high-risk owners, but they can be weeded out by a well-designed adoption

Humane Information Services will send a receipt for dues or a contribution in the amount of \$5.00 or more, or in a lesser amount if the sender so requests, or if same is received in cash, by money order or from a foreign country. Otherwise your cancelled check will serve as a receipt. All dues and contributions are tax deductible.

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St. Petersburg, Florida 33713

RETURN COUPON

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☐ I do not wish to be kept on your mailing list.

☐ My name and address on the reverse side are correct

☐ My name and address on the reverse side are not correct and should read as follows: \_\_\_\_\_

☐ I wish to become a Patron Member and enclose annual dues of \$ \_\_\_\_\_ (\$5.00 or more).

☐ I wish to become an Associate Member and enclose annual dues of \$ \_\_\_\_\_ (\$1.00 to \$4.99).

☐ I wish to continue my membership and enclose \$ \_\_\_\_\_

☐ I wish to make a contribution and enclose \$ \_\_\_\_\_



## MERCHANDISING — FROM PAGE 2 —

that such buyers acquire a pet that would otherwise be put to sleep at the shelter, and which is neutered against adding to the surplus, than from a pet shop which obtains its stock from a mid-Western puppy mill and encourages its customers to breed the animals. If a pet shop can afford to pay rent in a good location, the shelter can, if it is doing a good job of merchandising. The extra expense does not come out of other funds, but from the increased "take" from adoptions.

Until recently the "petmobiles" operated by many humane society shelters were popular. They offered animals for adoption on the spot, with little or no attempt to weed out undesirable adopters. Now, the trend seems to be away from this method of promoting adoptions, as shelters have become increasingly conscious of what was brought out in the first paragraph of this article. Actually, there is no good reason why adoptions resulting from petmobile displays should be any different than those made at the shelter. If necessary, the department stores' familiar "layaway" plan can be used, with the adopter picking up the animal at the shelter after the regular adoption procedures have been complied with. The petmobile becomes merely a convenient show window for the "merchandise."

### MAKING ADOPTION EASY

People who acquire pets cheaply are much more likely to treat them accordingly. If a college student takes in a cat that appears at the dormitory entrance, he or she is more likely to abandon it come June vacation than if it were an expensive kitten or puppy acquired from a pet shop.

In fact, a very good case can be made in support of the claim that the production of surplus puppies and kittens is traceable in no small measure to the fact that pets can be acquired so cheaply. It is human nature to devote more care to an expensive piece of imported china than to a cheap dime-store article. The same is true of pets.

Of course, this principle does not apply in all cases. Some affluent households do not make good homes for pets. And the Pinellas County Dog Control at Christmastime adopts out hundreds of dogs, courtesy the County Commission, for \$5, which includes license, all shots, and spaying or neutering. Records kept show that no higher proportion of these dogs show up later at the shelter than for dogs put out for \$20 during the rest of the year. But this is no conclusive evidence that cheap pets do not beget cheap treatment.

Very many humane society members seem to think that the whole effort to promote adoptions should be based on putting out cheap pets from the shelter. They do not require or subsidize spay and neuter operations, avoid health requirements, and accept almost any kind of adopter, in the belief that the cheaper the pet offered, the greater will be the number of adoptions and hence the fewer the number that must be destroyed. This philosophy which governs the adoption policies of so many shelters overlooks the effects of this "cheap" policy on subsequent breeding and receipts of animals at the shelters and pounds.

The most effective way to reduce the surplus production and the number of pet animals to be destroyed is to make it expensive to acquire a pet. One experienced humanitarian has even suggested that a \$50 fee be charged by the state government for each pet animal purchased or adopted, with the proceeds used to defray the expenses of reduced-cost spay and neuter clinics (*Report to Humanitarians No. 37; September, 1976*).

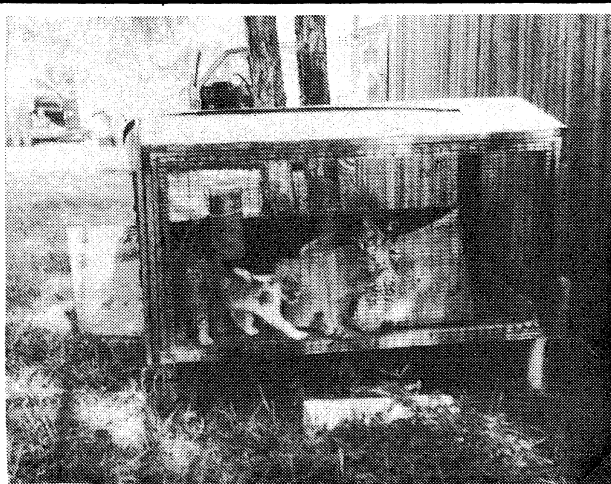
When we speak of "making the purchase of a pet as easy as possible for the prospective owner," we are not inconsistent with the precept that cheap pets are to be avoided.

We believe, on the contrary, that the cost of acquiring a pet should be much higher than it is now in most shelters. That cost should be sufficient to defray the expenses of doing everything that has

to help meet its other operating costs.

That is one thing about the shelter's pet shop competitors. Their costs of acquiring the puppies they sell, and of operating the shop, are at least as high, and generally higher, than the shelter operating expenses per animal. The idea is to gain some of the profits now going to the pet shops by meeting their competition with sound merchandising methods.

The latter sometimes include selling to those who do not have the ready cash at time of purchase. Few people realize the great expansion that has occurred in the use of consumer credit, particularly by means of the credit cards which many people use to purchase almost everything they buy. Millions of these cards are outstanding. In selling pets, like other merchandise, it is desirable to accept credit cards in order to make it possible for their users to acquire the pet.



This photograph of a cat pen at the rear of a pet shop shows three kittens just as anxious to find a good home as the high-priced dogs housed more luxuriously inside. Most pet shops carry kittens, more as a favor to irresponsible owners in the neighborhood who seek "homes" for their unwanted litters and offer them to the pet shop free, also to be able to advertise kittens as well as puppies as part of a complete pet service. Some give the kittens away to anyone willing to take them, or for especially desirable ones charge anything they can get, from a dollar to ten dollars.

Spaying and neutering before sale is never done, nor is there any requirement for later operations. Some pet shops pay for shots and worming by a veterinarian after purchase. In most shops few or no older dogs are stocked, but in St. Petersburg most shops take such animals from local breeders on consignment. These shops obtain few or no puppies from mid-Western puppy mills. The offering of quality, health-protected, spayed or neutered animals by the local SPCA and Dog Control seems to have materially affected the operations of local pet shops.

Other merchandising devices, such as the department stores' "layaway" plans (in this case, of very short duration), also may be adaptable to this business.

People who buy with credit cards are not necessarily strapped for money, and unable to properly care for a pet. On the contrary, it is the more affluent who can obtain such credit and maintain a high standard of living, although there are some deadbeats among them. By making the purchase easier and more convenient for those who can afford to put out a respectable sum for a pet, total adoptions and adoption fees can be materially increased.

Another way in which shelters can make it more convenient for potential buyers or adopters to patronize them is by making it easier to find them in the telephone book. Recently we had occasion to try to locate a humane society shelter which we had never visited. We looked in the phone book under "Humane Society," under "Society for the Prevention of Cruelty to Animals," under "SPCA" at the place in the book where it would be expected to appear, also under "Pet Adoption Center," but the shelter was to be found under none of these headings. Finally, it turned up at the beginning of the "S" category as "SPCA." In St. Petersburg the Dog Control center operated by the County, which is an excellent fa-

the County government listings. Neither Dog Control nor the St. Petersburg SPCA has any listing in the yellow pages under "Pet Shops." Humane Information Services fully appreciates the desire to reduce the cost of telephone service, but if we were offering pets for adoption, we certainly would want to be readily available in the phone directory under "Pets" and also in the yellow pages.

Many would-be pet owners cannot conveniently find the time to visit an out-of-the-way shelter during the usual "open" hours of 10:00 A.M. to 4:00 P.M. on weekdays. They do their shopping after work or on weekends, when the shelters are not open, but the pet shops are. We are quite familiar with the reasons for this policy, but if the shelter wishes to put out as many animals as possible it will have to sacrifice convenience for merchandising. The extra labor cost should be more than offset by increased adoptions if the other principles of merchandising are followed. At least, the shelter should be open to prospective adopters on Sunday afternoon.

### DIFFERENTIAL PRICING

Differential pricing is one of the most important merchandising principles, but rarely followed by shelters. The latter usually have a set fee for adopting an animal, regardless of how much the adopter wants it or how much he can afford to pay or the qualities of the animal.

Successful merchandisers know that such a policy usually leads to smaller returns. The merchandiser, in order to "milk the market" for all he can get, takes into account that people differ greatly in their ability and willingness to pay any given price. Some can or will pay only a low price. Others can or will pay a very high price. In fact, many people judge the desirability of the merchandise by the price that is asked for it: "You get what you pay for." In between are the bulk of the potential buyers, each of whom will respond to a different price.

The automobile manufacturers, such as Ford, recognize this fact of life by manufacturing many different makes of cars, and different models for each, from Pinto to Continental Mark V. A potential buyer may walk into a Ford salesroom expecting to buy an LTD for \$4,500, but, finding the price much higher than that, can be induced to buy a Pinto. If he goes into the higher-priced Mercury dealer's showroom, he will find the same wide choice of prices, from the comparatively low-priced Comet to the big Mercury costing nearly twice as much. The supermarket likewise offers canned peas at a variety of prices. The automobile painting firm offers the economy job for \$69.95, the acrylic for \$99.95, and the deluxe for \$139.95 and up. The hospital offers private rooms, two-bed rooms and ward beds, at large price differentials. Hardly a business exists which does not have some form of differential pricing.

The purpose of this method of pricing is to get as many dollars out of the market as possible. If Ford sold only Pintos, they would not be taking advantage of the fact that there are many potential automobile buyers in the market who can and will pay more for a car. So, Ford tries to offer something to the buyers in each price class. In that way, Ford obtains the \$7,500 from a purchaser who can afford it, and \$4,500 from the Pinto buyer, a total of \$12,000. If it offered only one car for \$6,000, it might not be able to sell the Pinto buyer, and might not even be able to sell the more affluent buyer because the in-between car is not fancy enough. Actually, the cost differentials for the differently priced cars are much less than the difference in price.

Pet animals vary in appearance and other characteristics even more than do automobiles, peas or auto paint jobs. So, pets are ideal subjects for differential pricing. The pet shops take advantage of this by offering puppies at prices from perhaps as low as \$10 up to \$500.

The shelter with one adoption fee for all animals fails to obtain as much as some adopters would be quite willing and able to pay, and loses some "sales" to



## GIVING THROUGH INSURANCE

A California member of Humane Information Services who, in addition to being an ardent animal lover, is in the insurance underwriting business has made us the owner and beneficiary of a life insurance policy on her life.

She is Ms. Nancie L. Sailor, 900 Welch Road, Palo Alto, California 94304. She represents the New York Life Insurance Company, and writes life, health and group insurance and annuities.

Nancie believes life insurance is one of the best ways to leave substantial bequests to charitable organizations. These are the reasons she gives:

"People give to charity what they can afford. Some are able to make very substantial gifts; others find it easier to give small amounts periodically.

"Many in the latter group would like to make a contribution that would merit lasting acknowledgment. However, they feel that it might be over their heads financially.

"A growing number of people have discovered that life insurance is a unique and effective way of providing money for charitable gifts or bequests. They value the built-in expansion power that can transform modest annual gifts into substantial ones.

"Let's consider a man of moderate means first. How can life insurance help him define and reach his philanthropic goals?

"Let's say he has been sending some money each year to a humane society, and that he intends to continue doing so. However, he would also like to make a really substantial gift that will perpetuate his name with the society.

"Considering his moderate means, how does he go about this? He decides to purchase a \$10,000 life insurance policy and name the society as owner and beneficiary. Assuming that he is 40 years old at the time of the purchase, his annual premium payments will be approximately \$275. But will it actually cost him that much? No it won't! Not after he takes his authorized income tax deductions.

"The Internal Revenue Code provides that an individual taxpayer can deduct charitable contributions up to 20 percent of his adjusted gross income. And this limit is increased to 50 percent under certain circumstances.

"If we assume that our donor is in a top 32 percent tax bracket, we find that the premium on the policy owned by the charity will actually cost him net only \$187 yearly, as compared with \$275 before

allowable tax deductions. And for this relatively small yearly cost, a \$10,000 bequest or endowment will be provided to the society at his death.

"Now let's consider someone the same age in the 50 percent top tax bracket who wants to make a truly substantial gift. He buys a \$100,000 life insurance policy and names the society as owner and beneficiary. The annual premium is \$2,708; but, after tax deductions for charitable contributions, his actual cost is only \$1,354 yearly, a small sum when you consider the amount of the eventual gift.

"The following table shows the after-tax cost of a \$1,000 premium payment in various Federal Income Tax brackets:

Tax Bracket	Value of Deduction to Taxpayer	After-Tax Cost of \$1,000 Premium
70%	\$700	\$300
60%	600	400
50%	500	500
39%	390	610
32%	320	680
25%	250	750

"Of course, the tax deduction benefits are the same whether a sum is given to charity as an outright gift or in the form of a life insurance premium. But the life insurance way has additional advantages.

"Annual dividends on the policy, for instance, can be used to increase the amount of insurance payable to the charity.

"Gifts of life insurance do not significantly deplete the donor's cash assets while he is alive, but enable him to make his gift a significant one at the time of death.

"Of course, the life insurance proceeds payable to the charity are not subject to Federal Estate Tax in the estate of the donor. In addition, the full contribution is paid immediately to the charity, and is not subject to costly and vexing probate delays.

"These are just a few of the reasons why life insurance can help make your gift to charity a more satisfactory one to you, and, certainly, to the organization or institution receiving it."

Anyone wishing to execute a life insurance policy of which Humane Information Services, Inc., would be the owner and beneficiary may write to Nancie at the address given above, or consult a local underwriter. Our address to be shown on the policy is 4495 Ninth Avenue North, St. Petersburg, Florida 33713. Be sure to give your age if you want precise information on premiums.

## Iowa Euthanasia Symposium Successful

The Iowa symposium on euthanasia held September 24 was successful from every standpoint. Over 100 directors, officials and members of Iowa humane societies and public pounds attended. The conference was sponsored by the Iowa Federation of Humane Societies and was under the direction of Mrs. Lois Kopecky, chairperson of the Federation's program committee.

Steve Goodman, field representative of Humane Information Services, summarized the position of HIS regarding all of the methods of euthanasia in common use, as did Mrs. Ann Gonnerman for the Humane Society of the United States. Goodman also demonstrated the captive-bolt pistol, which has not been used in the United States but has some distinct advantages which Humane Information Services is now investigating.

Dr. Ron Grier was the lead-off speaker and led a panel of the speakers in answering questions from the audience during the afternoon session.

Many humane conferences please those in attendance, yet accomplish little or nothing. This one was different. Some very worthwhile results already are appearing. These results, and some interesting aspects of the symposium, will be included in the next issue of Report to Humanitarians, when, hopefully, more space will be available.



Dr. Ron Grier (top), Iowa College of Veterinary Medicine; (lower) Drs. George Schoel (left), Supervisor, Animal Welfare, Iowa Department of Agriculture, and Dr. Slaughter (right), State Veterinarian's Office, participants in euthanasia symposium September 24, 1977, at the Holiday Inn of the Amana, sponsored by the Iowa Federation of Humane Societies.

## MERCHANDISING — FROM PAGE 3

Some shelters do charge slightly higher fees for especially attractive dogs, but the differentials are pitifully inadequate. We have never observed a shelter that has made an effort to study the potential market and establish differential adoption fees designed to bring in maximum returns and at the same time promote the maximum number of adoptions into good homes while avoiding the cheap customer who will not properly care for the animal.

One reason shelters have not done more differential pricing is that the idea is opposed by uninformed members and directors who believe that the "price" (adoption fee) asked should be kept as low as possible to promote more adoptions, not realizing that by getting a higher price or fee from some they could afford to charge the less affluent or harder-to-sell customers less.

### ADVERTISING AND SALES PROMOTION

Many shelters have done a great job of promoting adoptions, by gaining free publicity from radio and TV stations and newspapers. Almost invariably, however, the emphasis is on "save-a-life" motivations, not on factors which are most important in motivating most people to acquire a pet. This works for some people, especially those who rationalize a desire to obtain a cheap pet by saying, "Oh, I got Skippy from the shelter because I hated to see all those poor dogs that have to be put to sleep." Actually, what she means in many cases is that she hated to pay a breeder or pet shop a high price

pick up a pet at next to nothing.

Instead of appealing to prospective adopters solely on humanitarian grounds, the shelter should emphasize the superior quality of pets adopted from it, the guaranty, the much larger variety of animals available at the shelter, the health aspects, and the advantages of buying a house-trained pet rather than a puppy or kitten.

Although pet shops and backyard breeders rarely do any paid advertising, there is no reason that a shelter, with a larger volume of business than most single pet shops, should not do so. One way of advertising is by direct mail. This could be combined with appeals for donations.

### THE END RESULT BENEFICIAL

Commercial businesses have demonstrated over and over again the advantages of merchandising over mere selling. Vast fortunes have been made by merchants who merely followed the merchandising principles outlined above. The time has come for humane society shelters to follow these trails to success.

The end result should be (1) larger receipts to help defray the ordinary costs of shelter operation, (2) more adoptions, (3) a crimp in the sales of the pet shops and backyard breeders, who have given rise to the infamous puppy mills and have contributed so greatly to the production of a surplus of pet animals.

### CRITICISMS AND COMMENTS INVITED

We sent copies of this article to several persons who are thoroughly familiar with shelter operating problems. As ex-

obstacles in the way of putting these merchandising suggestions into practice. Every one of the objections has been overcome by some shelter, somewhere, although no shelter to our knowledge has put all these suggestions into practice. We know the subject matter of this article is highly controversial, that not all shelters can utilize some of the suggestions. Conditions affecting the shelter's ability to do so, such as the availability of volunteer workers, vary greatly in different communities. So, use what you can of these suggestions, and keep the others in mind in case conditions should change. Anything new or different always appears at first glance to be impossible. That's why about 90 percent of private business enterprises fail: the things that make the ten percent succeed are "impossible" or "impracticable" for the 90 percent. Here at Humane Information Services we fail to follow the principles of merchandising our own services because we are busy doing what appear at the time to be more important things. So we know how shelter managers feel about it. But every New Year we resolve to turn over a new leaf! How about joining us in 1978?

We invite our readers' comments and criticisms of this article. The subject is of key importance for successful shelter operation. We hope you can learn something of value from reading the article, and that we can learn from receiving your reactions to it.

Photographs by  
Steve Goodman  
Field Investigator

# The Campaign Against Trapping

## Promising or Futile?

Trapping is one of the greatest sources of cruelty to animals.\*

*"In all history, the mind of man has not conceived an instrument of greater cruelty than the steel trap. Never before has a device caused such widespread suffering. Every year, literally millions of innocent, harmless furbearing animals endure agony, freezing, thirst and slow death because of this trap. Why?"*

This statement appeared in a humane publication in 1976. The writer answered his own question: "Merely to satisfy the whims of fashion."

We would like to try, in this article, to give a different answer: "Because humanitarians and humane and wildlife organizations have failed to come to grips with the real problems and take effective action." After all, is it the fashion of smoking cigarettes which is to blame for lung cancer, or our failure to stop cigarette smoking?

This is one of the few fields of animal welfare with which humane societies and wildlife and environmental organizations are mutually concerned. They have worked together in a common cause. That should make it easier to obtain results.

The vested commercial interests having an economic stake in trapping are smaller in numbers than the opponents of trapping, and should be smaller in influence with Congress and the state legislatures. These vested interests are not among the big campaign contributors. They do not command the numbers of voters or writers of letters to Congressmen and legislators that respond to the urgings of humane and environmental groups. True, the hunting fraternity exemplified by the powerful National Rifle Association generally opposes anti-trapping legislation, but there is some division in their ranks on this issue. In Florida, humanitarians took advantage of this division to persuade the State's Game and Fresh Water Fish Commission to ban the leghold trap.

In view of these facts, and the terrible cruelties involved, one might have anticipated great progress toward abolition of the steel-jawed leghold trap, if not all trapping. In fact, however, progress has been minimal. We seem to be at just about the same stage as when the agitation against trapping began decades ago.

In addition to Florida, New Jersey has banned the trap in its more heavily-populated counties. Massachusetts has a law that is said to be ambiguous and hard to enforce. Ohio has just conducted a referendum on trapping which was defeated overwhelmingly. In other states where vigorous efforts have been made to pass legislation the efforts so far have failed. And the Congress has repeatedly considered and rejected anti-trapping bills. Efforts to persuade consumers to stop buying fur garments have had no discernible effects; the demand for furs and the prices of fur animals' skins are at all-time highs.

Why has so little progress been made toward stopping trapping?

One reason is the fact that federal governments in both the United States and Canada have a vested interest in the continuance of trapping. The same is true of the state game and fish commissions, which receive a substantial proportion of their revenue from trapping licenses. Also, a considerable part of the land on which trapping is carried on is owned by the federal government, mostly leased to private interests which have heavy political clout and which oppose curtailment of trapping.

All of these interests are strong advocates of "game management," ostensibly to prevent over-population, disease and starvation of wildlife. Such arguments, which

have been treated in past issues of *Report to Humanitarians*, have been shown to be without merit. But these are merely some of the obstacles to gaining public and legislative acceptance of restrictions on trapping, which include all of the conditions which make people indifferent to animal suffering. This article is intended to deal only with the specific programs to overcome these obstacles. Why have not these programs been more effective?

To understand the answer to this question requires a review of the different approaches to the problem.

### DIFFERENT APPROACHES TO THE ELIMINATION OF CRUEL TRAPS

There are four general approaches to this problem: (1) *Awaken the public conscience to the cruelties of trapping and persuade consumers to stop buying fur garments.* (2) *Accept the fact that women will continue to wear furs for their fashion and nouveau riche appeal, and channel fur production into farm or "ranch"-raised mink and other species.* (3) *Obtain voluntary action by trappers, an approach which has been tried in Canada.* (4) *Obtain federal and/or state legislation to ban trapping or the use of leghold traps.*

### PROPAGANDA AGAINST FURS

One of the most aggressively-directed, enthusiastically-supported (by humanitarians), and persistently-conducted campaigns in the history of the humane movement has been the effort to persuade consumers not to buy furs. This has been spearheaded in England by The Lady Dowding and her faithful cohorts who formed the well-known organization called Beauty Without Cruelty. They propagandize, and have had manufactured and offered for sale, substitutes for various articles of animal derivation used for adornment, including furs.

In response to this movement, a number of textile and clothing manufacturers in the United Kingdom and in this country have produced a variety of garments from man-made fibers, some of which simulate the natural furs so well that they can hardly be distinguished from the real thing except by close inspection.

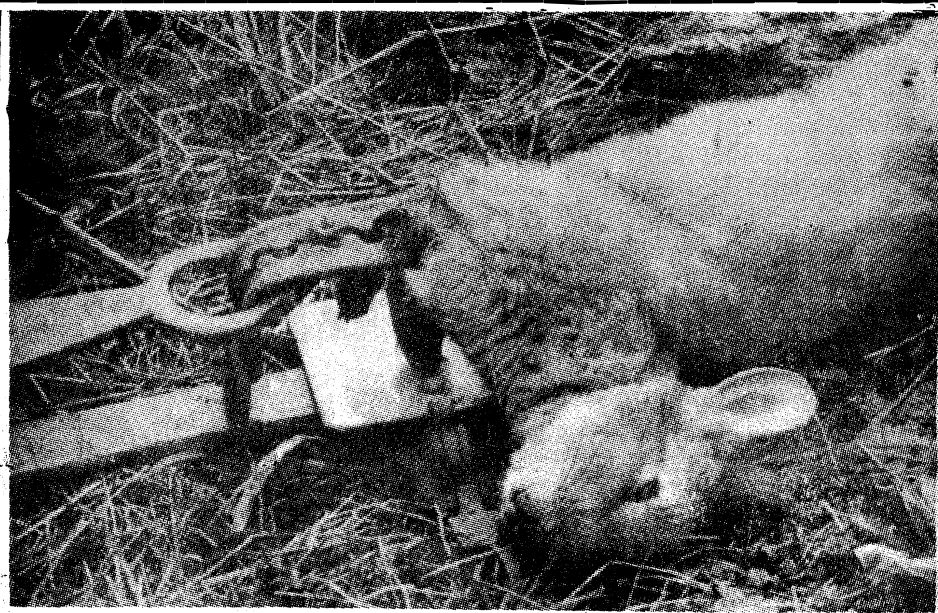
These simulated fur garments must be referred to in advertising and other merchandise promotion as "fake furs." Ostensibly to protect the consumer, this requirement has been an unnoticed lode-stone around the neck of those trying to promote simulated furs. The very idea of buying a "fake" anything is anathema to any woman who desires to flaunt her opulence and good taste. One of the most effective ways of promoting the substitution of simulated for natural fur garments would be to have this "fake fur" designation eliminated.

has not even been tried, except by Humane Information Services.

Despite the indefatigable efforts of individual humanitarians and humane organizations to persuade consumers to stop buying fur garments, there have been no measurable results in the fur markets. True, the conductors of these campaigns can point to various minor successes. One city in England, for example, has had a noticeable decline in the sales and wearing of furs. And the production and sales of fake furs have increased in a way which is encouraging to the faithful. But sophisticated inquiries in the garment trades will disclose that increased sales of fake furs have been largely at the expense of cloth coats. Women who want to flaunt their stylishness and affluence continue to seek real furs.

The real proof of the pudding, however, is to be found in the fur markets themselves. Recently fur skin prices have been attaining new highs, in some cases up many hundreds percent over the lows of a few years ago.

Those who believe in the effectiveness of these "don't buy" drives directed at (See TRAPPING, page 6, column 1)



The same photographs of trapped animals have appeared in so many humane publications as to be familiar to most of our readers. Six of them will be found in our previous report on trapping (No. 17; September, 1971). The two above are comparatively new.

The first is from the Association for the Protection of Fur-Bearing Animals (Canada), which has done an outstanding job of photographing such scenes, both still and motion pictures. The rabbit was found dead with its leg in the trap, one of millions of "trash animals" caught in leghold traps and discarded by the trappers. The rabbit was unable to bite off its limb, as did the raccoon which left his forepaw in the trap (middle picture) and probably starved to death or was killed by predators, for which it became easy prey. (From Bucks County (Pennsylvania) SPCA.) The raccoon (below) was even less fortunate than the "wring-off." (From Monterey County (California) SPCA.)



\*A much more comprehensive description of trapping and of the fur industry is contained in Report to Humanitarians No. 17; September, 1971). The present article is devoted to the subject of what has been and can be done to halt the cruelties of



## TRAPPING—FROM PAGE 5

the consumer will always counter facts such as those cited by claiming, "Yes, but the demand would have been even greater had it not been for our campaign." This no doubt is true in the case of furs. But what effect has this had on the production of trapped furs? To be honest and realistic about it, the effect has been negligible.

The fine ladies who so energetically run these consumer campaigns against furs either ignore analyses such as this, considering it beneath contempt or any reply, or respond by saying that for every fur coat some consumer is persuaded not to buy, the lives of 40 (or some other number, depending on the number of skins in the coat) of God's creatures are saved. But this simply is not true.

What trapper hears about the success of the campaign in stopping the sale of these 40 skins, and says, "I'll have to reduce the number of animals I trap by 40"? No trapper, of course. Trapping goes on as it would have if the consumer had not been persuaded not to buy the coat.

Only if the price the trapper receives or expects to receive for skins is reduced significantly by a decreased demand for furs will he change his trapping operations. If the price drops, say five percent, many or most trappers would make no changes at all. But there always are some producers who are right on the verge of quitting or entering the business. Even a small decline in price will cause some of them to quit trapping. But to reduce materially the amount of trapping would require a substantial decline in skin prices.

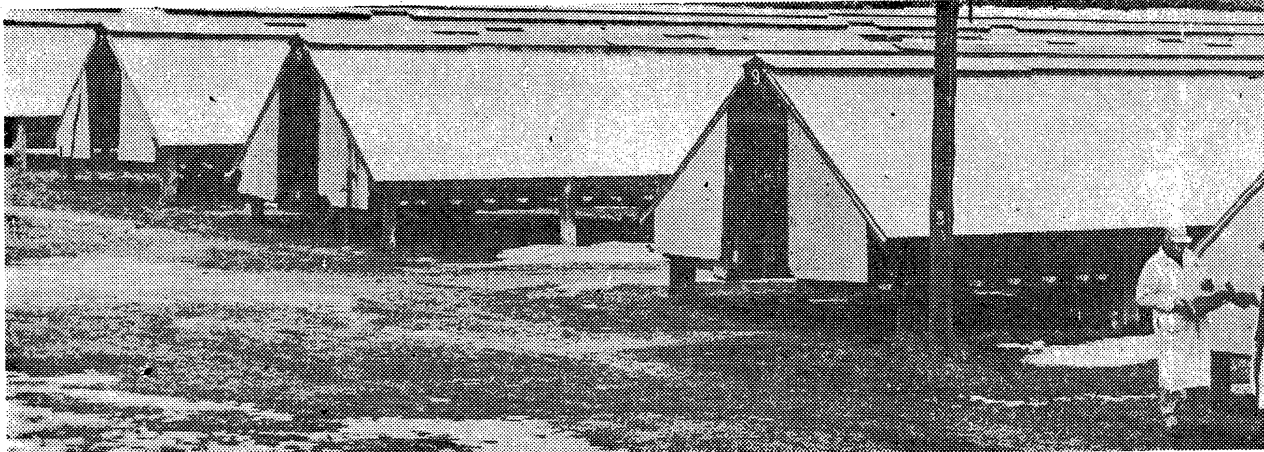
Only if the number of consumers persuaded not to buy fur garments is sufficient to reduce the demand for fur skins significantly will the price of skins be affected. The market for fur skins is worldwide. Prices determined by supply and demand on the London and other great fur markets are reflected back to trappers who bring their pelts in to the Hudson Bay post exchange or other dealers in skins. The writer visited the London fur market some time ago, being nauseated by the piles of skins reaching almost to the ceiling in great storage rooms adjacent to the trading floors. It is difficult for a humanitarian to grasp the vastness of the world market in fur skins without actually seeing these hundreds of thousands of pelts, each representing what is left of a sentient, happy creature of the wild. Take a few thousand skins from the pile as representing the effects of the anti-fur campaign, and you would not see the difference. In such a vast market, the effect on the demand for skins would hardly be noticed. Even if the campaign achieved much greater success, the effect on the demand for and prices of skins would be relatively small, and hence the prices received by trappers would not be affected sufficiently to stop trapping in any really significant degree. Changes in fashions due to other causes, and particularly changes in the purchasing power of potential consumers of fur garments, are far more important.

This does not mean that we are opposed to conducting such campaigns. On the contrary, we fully realize that the continuing impact of the propaganda will be highly beneficial as an aid in achieving results from other approaches to the problem.

What we do object to is acceptance of the belief that the consumer demand approach by itself can accomplish any substantial reduction in trapping. Such acceptance easily leads to the rejection or neglect of other approaches to the problem, notably the one that is next discussed.

#### SUBSTITUTION OF FARM-RAISED FOR TRAPPED FUR SKINS

"Mink ranching," and the raising of other types of furs under captivity on farms, already has made substantial inroads into the trapped-fur market. The farm-raised article is a "natural" fur which could not be distinguished by the layman from the trapped fur, except for the special breeding which results in some



Long sheds on Space mink farm, Beemerville, Sussex County, New Jersey, where as many as 20,000 mink are produced annually. Mr. Space cooperated with Humane Information Services in tests of carbon dioxide for killing the mink, as a possible replacement for neck breaking. On this farm the necks were broken so expertly that it required only one second or two, but for some others that are not so expert, neck breaking is not humane.

colors and other characteristics of the pelts.

The farm production of fur skins, especially mink, now is found in most countries of the Northern hemisphere. It has become an important industry in Canada and the United States.

Farm-raised furs could become an even more important factor in the fur market if various steps were taken to encourage substitution of these for the trapped furs. The potential is far from being fully realized.

Humanitarians, however, have frowned upon farm-raised furs about as much as upon trapped furs. They have given no encouragement to the industry. The rationale of this attitude is that furbearing animals raised in small cages on farms suffer more during their brief lifetimes than do their wild counterparts, and that although they are killed in ways which produce less suffering, this does not make up for lifetime incarceration in cages.

The mink is a naturally wild, active, free-roaming animal, apparently not well adapted to captivity. Yet, there is evidence that by inbreeding, strains have been developed that adjust well to captivity. They breed easily. Even some ranchers say that mink cannot be tamed, but the writer has personally touched a tame mink, which enjoyed running around inside the shirt of its owner, and was let loose in the house.

The most unsavory feature of mink ranching is the killing of the mink. Various methods are used. The most common are neck breaking and gassing with potassium cyanide. Representatives of Humane Information Services have tested the use of carbon dioxide boxes, but the mink resist the gas remarkably, and we are not as enthusiastic about it as the Universities Federation for Animal Welfare, of Great Britain, which recommends that method. We have tried injections of sodium pentobarbital with complete success from both a humane and practical standpoint. Mink ranchers agreed to use this drug if they could obtain it, but since they do not employ or have close relations with veterinarians we have not yet discovered how they could obtain the restricted drug. However, we are convinced that a way could be found to make the pelting process humane. The mink ranchers' organizations have given evidence of willingness to cooperate in such a program.

We have received no indication, however, that humanitarians would be willing to engage in such cooperation. They are too opposed to taking any animals' lives to provide furs, which they view as totally unnecessary luxuries the use of which is unjustified under any circumstances.

#### VOLUNTARY ACTION BY TRAPPERS

Beginning about 1964 the Canadian Association for Humane Trapping organized a program for the exchange of a Conibear trap for a leghold trap. Other types also were exchanged. The purpose apparently was to acquaint trappers with the concept of the quick-killing types of traps, of which the Conibear was the best known. This program had been completely terminated by 1973, reflecting a variety of conditions.

We list this as one of the four different approaches to the trapping problem only because it still seems to be looked up-

humanitarians. It is something like the efforts to eliminate or reduce the suffering of dogs and cats by subsidizing the spaying of individual animals, still viewed by many individuals and a few humane societies as the most effective potential method of controlling breeding. As indicated in previous reports, we do not agree with this, and for similar reasons do not agree with any permanent program for subsidizing trappers' use of what are supposed to be humane traps.

#### EFFORTS TO DEVELOP A HUMANE TRAP

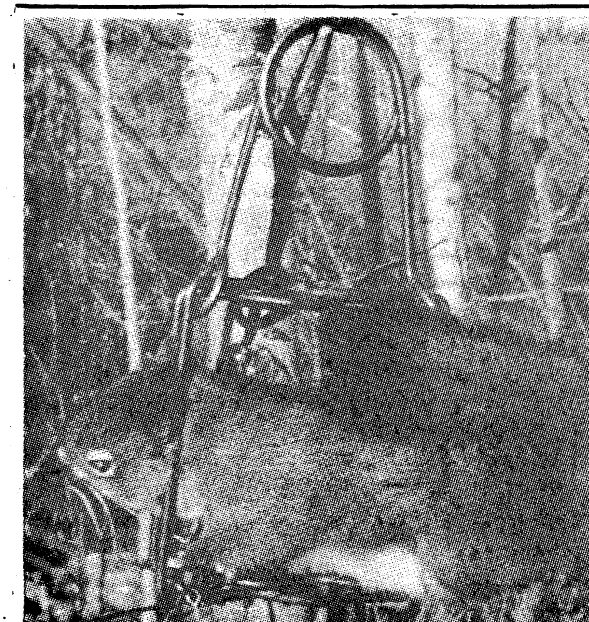
There are two possible bases for opposing trapping: (1) opposition to taking the life of any of God's creatures; (2) opposition to doing so by causing suffering. Only the second reason will find favor among most non-humanitarians, who ask, "What is the difference between taking the life of a mink and of a lamb or calf? eat meat, don't you?"

In the United States, many humanitarians and probably some humane societies are in favor of trying to stop trapping altogether, although they will go along with efforts to ban the leghold trap, possibly as just the first step to a ban on all trapping.

In Canada, possibly the leading organization dealing with trapping makes no bones about the fact it is against inhumane trapping, not against trapping.

The efforts to develop a humane trap have been much more vigorous and organized in Canada than in the United States. To the best of our knowledge, these efforts were initiated by the Humane Trap Development Committee of the Canadian Federation of Humane Societies and the Canadian Association for Humane Trapping. These organizations were largely responsible for the later formation of the Federal Provincial Committee for Humane Trapping (FPCHT), funded and run by the Canadian government.

The research has been planned and conducted on a scientific basis. With the success of technology in developing other things such as computers, surely the scientists, if put to work on the problem, could come up with a really humane trap. However, despite vigorous efforts of trappers (See TRAPPING, page 7, column 1)



Squirrel caught in Conibear "instant kill" trap (from Association for the Protection of Fur-Bearing Animals, Canada). Unfortunately, many of the animals caught in such traps are not instantly killed but are merely held in a vice-like body grip which is very painful and creates



## TRAPPING — FROM PAGE 6

foregoing groups, it cannot be said that success has been achieved in producing a really humane and reasonably universal trap. As the FPCHT itself has said, "To date, we have not been successful in attracting any of the space-age technologies to turn their talents to humane trapping." Nearly 200 ideas, models or suggestions have been received by the Committee, yet success still seems to elude those working in this field. However, it must be acknowledged that the FPCHT is not charged with producing a satisfactory result before 1979.

Vigorous criticism of these past efforts to develop a humane trap recently surfaced in Canada, and might even result in court action. We do not wish to become embroiled in this controversy, so are omitting any of the details in this article.

Suffice it to say that after a real effort to obtain and analyze the available facts, it is the conclusion of Humane Information Services that no really humane and reasonably universal trap has yet been developed, or is now in early prospect. We applaud the efforts under way, but in evaluating the various approaches to the problem of trapping we have to be realistic about such things.

Some of the leaders in the humane movement in this country who have unreservedly endorsed the "humane killer trap" as now available to substitute for the leghold trap should reexamine the facts.

## THE "TENDER TRAP"

For years, Humane Information Services has been one of those advocating further development of the "tender trap," developed by two humanitarians of San Diego, and promoted by Defenders of Wildlife and other environmental and humane societies in this country. This is a modified leghold trap with "offset" jaws wrapped with some kind of soft material such as foam rubber weather stripping. When this trap is sprung, it usually does not hurt the animal—a woman can let her delicate fingers be caught in it without harm. But the animal still suffers the trauma of being held in the trap, and may well die of thirst, starvation and cold while awaiting the trapper-executioner, if it does not become a "wring-off."

Humane Information Services advocates an aggressive search for a small, easily-punctured plastic bag which could be attached to one of the jaws of the trap which when chewed by the trapped animal trying to escape, would release a humane poison to kill the animal on the spot, or heavily tranquilize it.

A disadvantage of such a trap is one applying to any other "humane killer trap." It would kill all animals caught in it, including dogs, cats and "trash animals." This would make it unsatisfactory for populated areas, but there trapping could be prohibited altogether. A search of the FPCHT releases fails to disclose what efforts have been made to develop and test the "tender trap," but the Committee has pointed out that the trap's padding would likely retain the scent of the trapper, reducing the chances that an animal would spring the trap. To us, that is not a very great defect! It might be possible to eliminate the padding, using only the offset jaws and the poison or tranquilizer.

We have conferred with veterinarians and numerous pharmaceutical manufacturers in an effort to get them to develop a drug suitable for this purpose (thousands of new drugs for humans are developed each year), but with no success thus far. They seem not to want to be associated with anything proposed by humanitarians.

When we described these efforts to a humane convention audience, they met with hostility. Apparently some humanitarians think all that is necessary is to continue agitating against the leghold trap. Even after decades of futile effort they are not yet convinced that something more is needed. Perhaps the failure of the Ohio referendum will convince some of them that the time has come to cast aside all preconceived notions about trapping and con-

## TRAPPING LEGISLATION

Most people opposed to trapping believe that the only effective potential remedy is legislation. About what kind of legislation, however, bitter differences of opinion again emerge. These conflicting viewpoints among humanitarians are well illustrated by the question of which of two bills now before Congress should receive active support.

One viewpoint is represented by a statement taken verbatim from the fall 1977 Twentieth Anniversary Issue of the news report of Friends of Animals (see portion of article reproduced below).

## Two Approaches to Trapping in the Federal Congress

There are two radically different bills before Congress concerning trapping.

**THE EFFECTIVE WILLIAMS—LONG ANTI—TRAPPING BILL:** (S818, introduced by Senator Harrison Williams of N.J.; H.R. 3516, H.R. 8624, H.R. 8625, and H.R. 8626, introduced by Mr. Long of Maryland together with 60 co-sponsors.) The Williams—Long bill would ban all shipment, in both interstate and foreign commerce, of any fur or leather coming from a State of the Union or foreign country which has not banned the manufacture, sale and use of leg-hold and steel-jaw traps. There are no "ifs, ands, buts, or 'provided howevers'" in this bill. It has five very simple sections, totaling twenty-seven lines. It states in a straightforward manner that its objective is to discourage such trapping both at home and abroad.

**THE PRO—TRAPPING ANDERSON BILL** (H.R. 5292, introduced by Mr. Anderson of California) is wordy, narrow in scope, confusing in language throughout its sixteen pages. Its stated policy is not to discourage trapping but merely to ban "inhumane" traps (as if there were such a thing as a "humane" trap). It does not mention leg-hold or steel-jaw traps. The Anderson bill would delegate broad powers to the Secretary of the Interior, entailing the issuance, review, re-issuance of a whole new set of rules and regulations. Trapping on public lands would not be banned but merely regulated by the USDI. Likewise, commerce would be subjected to a complicated system of permits and certificates - a wonderland of bureaucracy and "management." In addition, it would establish one more "advisory commission" to study "the problem" of inhumane trapping. Furthermore, it calls for an annual appropriation of \$500,000 for a "research program." (Note below the testimony USDI gave the Congress in 1975.)

**A BAD BILL.** All in all, the Anderson bill is a federal, bureaucratic quagmire in which "the problem" can be dumped and lost for years... while trapping continues as usual.

**A GOOD BILL.** On the other hand, the Williams—Long bill would effectively end all use, shipment and sale of leg-hold and steel-jawed traps both here and abroad. It requires no rules and regulations, no permits or certifications, no advisory commission or research, and no appropriations.

This appraisal of the two bills sounds very convincing. If we had no other information about the subject, we would without question favor the Williams—Long bill over the Anderson bill. But we do have other information that makes the choice far from simple.

## TWO MAJOR QUESTIONS

First, what are the chances of passage of the two bills? Experienced lobbyists for some of the wildlife and environmental organizations believe that there is no chance of passing the Williams—Long bill. What is the use of putting on a hard-driving campaign for the unattainable? A few more years of failure will result in the drive for trapping legislation losing its steam, with disappointed supporters losing heart and becoming inactive. The Anderson bill is far from perfect, but does have some chance of passage. If it does become law, amendments can be added in succeeding years to strengthen it. The idea is to get a foot in the door now.

Second, suppose it were possible to pass the Williams—Long bill now. It purports to ban interstate and foreign commerce in fur skins from states or countries which have not banned the leghold trap. But what is to prevent a state or country from passing such a law and then forgetting about it? And what is to prevent labeling the skins or furs as originating in another state? What army of customs officers and interstate commerce officials would be required to even attempt to enforce the law? We might have another "bootlegging" fiasco as when liquor was banned.

But even if the law could be enforced, it might lead to substitution for the leghold of some other traps even less humane. Thus, passage of the bill might be jumping out of the frying pan into the fire.

Those are some of the questions that arise in evaluating any anti-trapping legislation. They all trace back to the fact that there is as yet no humane, practical and universal substitute for the leghold trap. If there were, it would be far less difficult to pass a bill such as the Williams—Long bill, and much easier to enforce it after it became law. At present, many people who are not humanitarians say, "You demand that trappers stop using the leghold, but have no satisfactory substitute to offer." The Anderson bill, at

practical trap, and for putting it into use if the search is successful. But by what reasoning do we expect this United States effort to be more successful than the Canadian one has been to date?

## PROHIBIT ANY TRAPPING?

The more we delve into the complexities of developing a really satisfactory humane trap the more we doubt that it will ever be possible to do so. The only rational solution, then, would be to ban, not just the leghold trap, but all trapping of any kind. The opposition to legislation of this kind would be tremendous. But so are the difficulties in developing a humane trap to substitute for the leghold.

Perhaps the anti-trapping groups would be well-advised to ask at this time for a law which simply prohibits trapping of any kind on any federally-owned lands. Such a bill would be opposed by ranchers whose animals graze on land leased from the federal government, and they carry a lot of weight in Congress.

## WHAT TO DO?

If our analysis of what might be aptly termed "this whole mess" leaves the reader confused, he or she may be comforted by the thought that the reader is not alone! So far as we know, not a single humane organization has ever before put all these alternatives together and considered them open-mindedly. Each of the segments of this related whole seems to have been dealt with separately. Efforts to ban the leghold trap have been

made with little or no consideration of what would take its place. Apparently it is assumed that a ban on the leghold trap would be synonymous with a ban on trapping. That is far from the truth. Within weeks after the ban became law the trap manufacturers would be announcing substitutes that might be even worse than the leghold. And the ban apparently would preclude use of the "tender trap," a modified leghold, if it should prove to be the most humane of the alternative traps.

Some of the organizations working to ban the leghold, we suspect, are not even acquainted with the facts about the humane trap development program that has been so briefly sketched in this article. And we have not encountered a single article in the humane or wildlife literature that presented the alternatives to trying to ban the leghold, such as the promotion of ranch-raised furs.

The whole thing is a mess, and likely to remain so unless and until humane and wildlife organizations get together, take as much time as needed to thoroughly explore all of the alternatives, and then agree on united action to get results that will mean something to the suffering animals.

## NEED FOR A UNITED FRONT

Surely this is one problem on which it is necessary to present a united front.

Our sister society, the National Association for Humane Legislation, has attempted several times to bring the leaders of national humane societies together to thoroughly explore all of these possibilities and try to agree on a common course of action. Alas, with a few notable exceptions these squabbling leaders will not even agree to confer. So, each society promotes its own pet bill or other hope for reforming the fur industry, and denounces the proposals of other societies, trying to win more members and contributions by having its own "unique" approach. Again, the animals suffer because the societies bitterly fight each other.

Right here we know that some regular readers of our *Report to Humanitarians* will think, "Look who is calling the kettle black! Is not Humane Information Services a frequent critic of other societies?" Of course we are. Mutual criticism is an essential part of improvement. But that criticism must be constructive and

## GRANT FROM GEORGE WHITTELL ESTATE

This year Humane Information Services received a grant from the estate of George Whittell, the California philanthropist who died in 1969, leaving substantial bequests to wildlife and humane societies.

The principal beneficiaries under the will were the National Audubon Society and Defenders of Wildlife.

One portion of the estate was set aside for animal welfare societies. Under the terms of the will the latter bequest was administered by the trustees, who went to great lengths trying to insure that the funds received by the humane societies would be used for worthwhile projects. The will itself specified that a portion of the funds disbursed should be used to acquire land or buildings needed in pursuit of the organizations' work, with the buildings carrying the name of the benefactor.

### NEW OFFICE BUILDING

In its application for a share of the funds, Humane Information Services proposed to acquire a building suitable for its greatly-expanded activities which had made our old office building completely inadequate. Because of this pressing need, and in anticipation of the grant, Humane Information Services arranged to purchase and convert to office use a large Colonial-style residence located on three large lots near the center of St. Petersburg, at the corner of Ninth Avenue and 45th Street North.

The total area of usable space is 2,560 square feet, which has been converted to office use. There are four executive offices on the second floor. On the first floor are a large workroom used for mailing reports and filing, another workroom, a private office for our secretary-treasurer, a conference room and a reception room which also are used for overflow work during *Report* mailing time, an employees' lunchroom, and a utility room. There is enough space to provide for considerable expansion of our staff.

Part of the allotment for an office is being used to provide alterations and additional equipment.

Exterior and interior views of the new office are shown in the accompanying photographs.

### PROJECT GRANTS

Humane Information Services also applied for and received several grants for specific projects. These funds will be used to expand our work with shelters and pounds, to plan and publish for a trial period a new publication for the general public, and for additional staff to handle our mounting volume of requests for information and assistance.

### NEED FOR CONTRIBUTIONS INCREASED

These projects are to be funded by the Whittell grants for a limited period of years, during which the unused funds are invested at interest. The Whittell grants are not intended to be used for carrying on our regular work of research and program development, publishing *Report to Humanitarians*, and general administrative expenses.

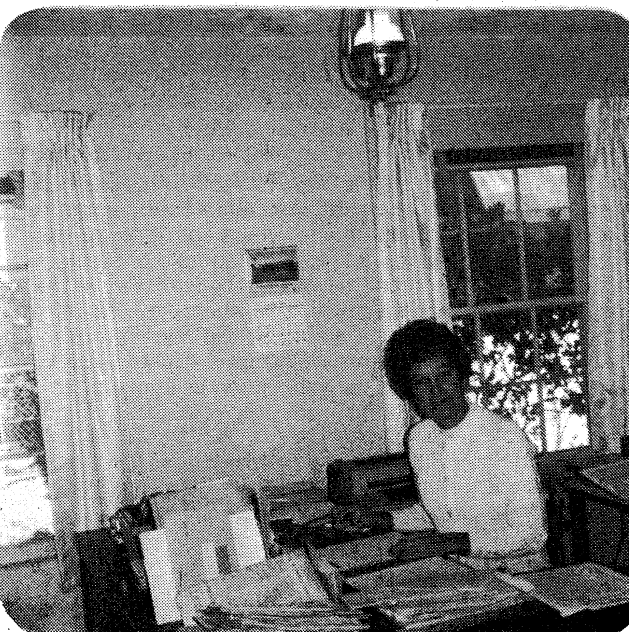
Therefore, receipt of the Whittell grant does not diminish our needs for regular membership dues, contributions and bequests. In fact, we have for some time been operating at a sizable deficit by "living off our fat," consisting partly of receipts from the sale of our old office building for double its original cost. In fact, rising costs for nearly everything involved in our regular work is increasing our annual deficit and the urgency of greater financial support from our members.

### MEMORIAL CONTRIBUTIONS

have been received from . . .

Mrs. Robert Burnette, Marissa, Illinois, "in memory of my husband, Robert Burnette, who passed away August 16, 1962. He really loved animals."

Mr. and Mrs. William P. Jubb and Peter Secor Jubb, Largo, Florida, in memory of Mrs. Jubb's husband, Richard



Top left: front view of our new office building. Top right: rear view. Lower left: Emily's office, strategically located so she can oversee all of the general office operations. Lower right: Steve Goodman, our new field investigator, at the entrance of our office. Notice the subtropical verdure, here and in top photograph

### NEW FIELD REPRESENTATIVE

For the field work required to implement the Whittell project on shelters and pounds we have employed Mr. Steve Goodman, whose photograph appears above. He also works on several other projects including food animals.

Steve is a graduate of the University of South Florida. He is 25 years of age, but has the misfortune of looking like a high-school junior. If he should contact you sometime, don't let appearances fool you; Steve is proving to be a capable investigator.

Being a national organization, we needed someone who can be away from headquarters for long periods. Steve has no family obligations, and likes to travel. He is now on a trip to British Columbia, Canada, on an important assignment. On the way out and back he will visit shelters, pounds and humane society officials to obtain information we need.

When Steve arrived at Humane Information Services, he was immediately sent to three different shelters where arrangements had been made for him to work as a shelter attendant. In addition, he already has visited nearly 40 shelters and pounds, where he observed euthanasia and

obtained information on operating policies and methods. So, although he has been with us only about six months, Steve has had an opportunity to gain a more varied experience with shelter operations than many who have been engaged in humane work for years.

Steve also was sent out to obtain photographs and other information on the poultry and egg industry. The operators of the hatcheries, farms and processing plants refuse to permit picture taking since they have everything to lose and nothing to gain by doing so. Nevertheless, Steve managed to get in and took pictures and obtained cage dimensions, etc., used in *Report to Humanitarians* 41.

We also sent Steve to a horse abattoir for information and photographs, something we have never seen in a humane publication. Again, it is difficult to get into these plants with a camera. But Steve came out with information and pictures which we think will be of much interest to humanitarians when we find space to publish an article on the subject.

So, if and when you encounter Steve in his travels about the country, he asks that you overlook his youthful appearance and accept him on his merits.

### OUR CHRISTMAS MESSAGE



We meet quite a few retirees in St. Petersburg who admit that Christmas means little to them anymore. The kids have blown a big coop; there seems little point in having a tree or even putting up wreaths or other decorations. Christmas presents must be mailed early that it doesn't even feel like Christmas. And everything about Christmas is so commercialized--on TV, on the streets, in the papers--that it may even be depressing.

We know how they feel, because we, too, are without many close family ties. But we also have the solution: helping animals. That will not only brighten your outlook on Christmas, but also will make every day in the year seem like Christmas! For the spirit of Christmas is loving and giving. To have that spirit you don't need a lot of relatives, or children around a tree. It is inside of you, and gives a tremendous lift to the spirit. All we at Humane Information Services need do is stop and think of the suffering spared so many millions of animals as a result of our efforts. It's a good feeling, folks, as so many of you know from your own efforts for animals.

If you can't get involved personally or physically, you can share this great feeling by sending a generous Christmas contribution to Humane Information Services, to make it possible for us to extend our efforts to cover even more animals. Then, on Christmas day, think several times about what you have done. It will bring a glow to your heart and a lift to the spirits. We know, because it does that for us. So have a really